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JAY L. SMITH
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FIRST WITH THE FILM NEWS IN CANADA

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Censorship Hassle In Calgary

By JAY L. SMITH

I am in receipt of a letter from Charles S. Chaplin, Canadian District Manager for United Artists Corp., which I am happy to republish. Charlie writes: "Dear Jay: I would appreciate very much if through your paper you would convey to Canadian exhibitors the grateful thanks and appreciation of all the boys and girls of United Artists for the wonderful co-operation extended to United Artists Week July 1-7.

"We believe that a new all-time Canadian record was established for the most features ever played from one distributor in the most theatres in any one week. The actual count of United Artists pictures playing July 1-7 in Canada was 1,694 features in 200 theatres (a slight change upward from the figures reported in last week's Digest).

"To the exhibitors of Canada we are indeed grateful for this support. May United Artists continue to contribute materially to the welfare of the Canadian Motion Picture Industry. Kindest regards, Charles S. Chaplin."

Virtually everyone connected with the Motion Picture Industry has been awaiting, with bated breath, the results of theatre business the first week in July. This applies both to the U.S. and Canada, since both countries had National Holidays last week, Canada on Monday, and the U.S. on Wednesday.

Production and distribution heads anxiously watched for a sign of increased attendance at the top attractions which were put into release by most of the companies, in order to decide, once and for all, whether the concentration of studio efforts into fewer, but big-

(Continued on Page 8)

Fleming Claims Alberta Board Toughest In Canada—But Fair

Edmonton: Alberta's film censorship board is the "toughest in Canada," according to P. J. A. Fleming, chairman. He said Alberta rejects more films than any other province, but only after careful study by government, city, welfare and church officials.

His comment followed a resolution passed by the Calgary city council asking for more stringent attempts by the board to ban all films "which glorify the terror of teen-age gangs."

"The board is responsible to see that what's shown is for suitable

(See CENSORSHIP Page 4)

TV Sales Down Again

Ottawa: Dominion Government statistics for the month of April show another drop in the sales of television sets at 24,300, compared with 30,665 in the same month last year and the 1955 monthly peak of 118,400 in September. In

(See TV SALES Page 7)

ORDER YOUR TICKETS NOW FOR C.P.P. ANNUAL GOLF TOURNAMENT, ST. ANDREWS, AUGUST 16th

Regina's Newest House Closes Exhibitors Protest High Taxes

Regina: This city's only neighborhood theatre, the 830-seat Nortown, closed the end of June for an indefinite time because of a combination of factors which have affected attendance and revenue.

Isador Reinhorn, president of Nipawin Theatres, Ltd., owners of the Nortown and Roxy, said summer attendance at the Roxy will be used as a barometer to determine the Nortown's re-opening date. The Nortown, Regina's newest theatre, was built in 1953. The

(See TAXES Page 4)

Van. Branch Wins RKO Short Subjects Drive

Toronto: Jack L. Labow, RKO's Canadian District Manager, last week announced the results of his district's recent Short Subjects Sales Drive. First prize was won by Bill Smith's Vancouver Branch, with Myer Nackimson's Toronto Branch finishing in second place, and Barry Myers' Winnipeg Branch in third position. Labow expressed his thanks, and that of his branch managers, to the hundreds of Canadian exhibitors who co-operated in making the Short Subjects Sales Drive such an outstanding success.

Man. Exhibs Set Picnic, July 22

Winnipeg: The Manitoba Motion Picture Exhibitors Association's 11th Annual Picnic will be held at Maple Grove Beach on Sunday, July 22nd. Buses providing free transportation will leave at regular intervals from the Grand Theatre,

(See PICNIC Page 7)

Ron Leonard To Head Odeon Ad-Pub Dept.

Toronto: Frank Fisher, vice-president in charge of theatre operations, for Odeon Theatres (Canada) Limited, has announced the appointment of Ron Leonard as Director of Advertising & Publicity for Odeon Theatres of Canada, effective August 27th. This follows the recently announced resignation of Jim Hardiman, as Odeon's Advertising & Publicity chief, to take up another important position in the film industry in the United States. Ron

(See LEONARD Page 7)

Jack Warner To Succeed Harry As President In New W-B Set Up

New York: According to best informed sources here, purchase of controlling interest in Warner Bros. Pictures, will be completed by Serge Semenenko and his associates within the next week, with Jack L. Warner to succeed Harry M. Warner as president of the producing-distributing company, at the same time remaining as studio head in charge of production. S. H. (Si) Fabian is out of the picture completely, owing to his inability to

(See WARNERS Page 8)

Ad Tax Stands

Ottawa: Hon. Walter Harris, Federal Minister of Finance, has given intimation that his budget proposal of last spring for a special 20 percent excise tax on the gross

(See AD TAX Page 7)

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JEEPERS, CREEPERS HERE'S A SLEEPER!

"FASTEST GUN ALIVE" TERRIFIC IN FIRST 5!

EL PASO – First 2 days biggest M-G-M business in two years with exception of "Blackboard Jungle."

CLEVELAND – Biggest M-G-M opening in a year with exception of "I'll Cry Tomorrow."

DALLAS – Biggest M-G-M opening in 7 months.

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HOW CLEVELAND DID IT! You can do the same!

Used regular trailer two weeks ahead.

Sound truck with eye-catching display covered the town.

Western display in lobby: Eye-stopping double-case of authentic western firearms. Attracted crowds and publicity.

A fellow and a girl in western garb carrying holsters invited passers-by in front of theatre to test their skill. Those who were faster on the draw than the pair got guest tickets. Very effective. Got publicity space.

Got review opening day with special art by having advance screening. This stimulated opening business.

Interview record and plugs on radio ten days ahead. Also TV plugs.

Special M-G-M recorded radio spots in advance and opening day.

40 x 60 action poster in lobby two weeks ahead.

Special A-board in front of theatre with copy stressing fact no one seated last ten minutes of film because of surprise ending.

Action front using hot copy and blow-ups based on M-G-M ads and pressbook.

Gave away toy cardboard popping revolvers to disc jockeys, radio personalities, etc. Stickers on guns with thrill copy and "don't give away surprise ending."

The Critics Were So Right!

"In the tradition of 'High Noon.' Rates high at any exhibitor's box-office."—*Film Daily* • "Mass appeal. Exciting, suspenseful."—*M. P. Daily* • "One of the year's most taut, suspenseful dramas. Box-office natural."—*Motion Picture Herald* • "Top Western marked by off-beat story and a snapper ending."—*Hollywood Reporter*

★

M-G-M presents "THE FASTEST GUN ALIVE" starring GLENN FORD · JEANNE CRAIN · BRODERICK CRAWFORD with Russ Tamblyn · Screen Play by Frank D. Gilroy and Russell Rouse · Based upon the story "The Last Notch" by Frank D. Gilroy · Directed by Russell Rouse · Produced by Clarence Greene

Across the Country

Toronto

The Scarboro Theatre in suburban Toronto literally went to the dogs for the engagement of W-B's "The Animal World", when Beryl Goodwin, the talented and attractive manager, staged a community canine show for prizes as an added Saturday feature.

• • •

The Famous Players' Skyway and Mohawk Drive-Ins at Hamilton, under the supervision of Lloyd Taylor, featured "Silhouettes", a stage show, as an added attraction in the first week of July. Previously a baton twirling contest had been conducted on a series of six nights for amateurs in different age groups.

• • •

The Piccadilly Theatre, operated by Mrs. A. J. Casselman in the Eastern Ontario town of Williamsburg, presented a special film program for three days for the 21st anniversary of the opening of the theatre when two adult patrons were admitted for the price of one ticket as a birthday gift.

• • •

The proprietor of the Westdale Theatre, Hamilton, is now Ald. James A. Sardo. He was named a member of the City Council for Ward Four to fill the vacancy caused by the death of Councillor Dr. McCabe after having been nosed out in the civic elections last December.

• • •

The Palace Theatre, Cornwall, has organized a Famous Players Movie Club for Saturday mornings during the summer with special pictures, prize contests and free gifts for the juveniles. The Roxy at Cornwall is also running an extra feature for the kids at daily matinees and a stage program on Saturdays.

Maritimes

The Warner newsreel in last week's 'Canadian News of the Day' contained a shot of the Yarmouth-Bar Harbour new Ferry "Bluenose' on its first official run. On board as a guest was the famed Captain Angus Walters of Lunenberg, N.S., who raced the schooner 'Bluenose' and won so many races from the Americans in the past. Captain Walters is a relative of Mr. G. A. Walters, well-known manager of the F. G. Spencer Company interests in Charlottetown, P.E.I.

• • •

The engagement is announced of Miss Rosemary Enos, daughter of Mr. George Enos, Chairman of the N.B. Censor Board, and Mrs. Enos, to Mr. Thomas Gordon of Fredericton, N.B. The wedding will take place on July 28th in the Cathedral of the Immaculate Conception in Saint John.

Winnipeg

The Northmain Drive-In, Winnipeg, is giving away an all-expense paid trip for two to Miami Beach, Fla., via Northwest Airlines, the trip to include a stay at one of Miami's finest hotels. Although the night of the draw has not yet been announced each paying adult entering the theatre is being urged to register every night of the week to ensure themselves a better chance of winning.

• • •

The Osborne Theatre, Winnipeg, closed July 7th for the summer months, and the State, Winnipeg, has closed indefinitely.

• • •

The double bill of DAY THE WORLD ENDED and PHANTOM FROM 10,000 LEAGUES, soon to open in a downtown Winnipeg house, show on the credit sheet the name of Lou Rusoff. Mr. Rusoff gets story and screenplay credit for the first feature, and screenplay credit for the second. He is a former Winnipegger, and was active member of the Y.M.H.A.

• • •

The Circus Drive-In, Kirkfield Park, Winnipeg, has been advertising in the local dailies "Admission Absolutely Free — No Give-Aways, No Gimmicks, No Lottery, No Phonys" — and drive-in patrons have been taking the ad seriously.

Harvey Kornberg, formerly of Winnipeg, leaves United Artists in Calgary, where he has been a salesman, to join Theatre Poster in Calgary.

• • •

Richard Miles, of Western Theatres Ltd., is spending a few days in Toronto. Charlie Krupp, of Associated Theatres, spent a week-end in Regina where he attended the Bar Mitzvah of Sam Karby's son.

• • •

Mr. and Mrs. W. Armstrong of Saltcoats, Sask., spent a day in Winnipeg, on their way to the States. Mrs. Todd of Morris, Man. and W. Friesen, of Altona, Man., were visitors to Film Row.

Prairies

The Board of Trade at Landis, Sask., has purchased the local theatre from N. H. Veale and films are being shown on Fridays and Saturdays.

• • •

The Paragon Theatre, Melville, advertises "THRIFT NIGHT"— every Wednesday and Thursday, when adult evening admissions are reduced from the regular 50c to 35c.

Vancouver

Sulphuric acid poured on theatre seats by teen-age toughs at F-P's Palace Theatre, Calgary, caused considerable damage to patrons' clothes, one theatregoer having the seat of his pants burned away. Vandalism is also in high gear at Vancouver downtown theatres, especially at the midnight shows. Exhibitors now have police patrol the houses to stop drinking and catch trouble-makers.

• • •

Clarence Palmquist, assistant manager at the Int.-Cinema, hospitalized for a check-up. Hugh Hamilton, who left RKO in Calgary to join another company, is back at RKO as office manager at the Calgary branch.

• • •

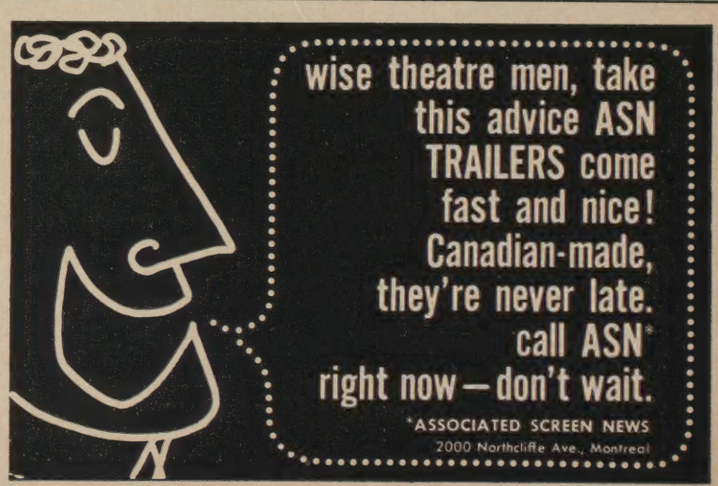
Odeon's Vogue Theatre smashed its all-time record for midnight show biz with the showing of "Trapeze," which is now playing three houses in this area, day-and-date. Doing surprising business at F-P's Strand here is the re-release of M-G-M's "The Wizard of Oz."

• • •

New members of the Alberta Branch of the Canadian Picture Pioneers are Charlie Coombes, who operates two theatres and a drive-in at Lloydminster, Sask., and R. V. Kiefer of the Kiefer circuit at Hardisty, Alta.

• • •

Harry Hargraves, formerly of the Orpheum staff, now a booker with M-G-M in San Francisco, was here on vacation and visited his many friends in show biz here.



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TAXES

(Continued from Page 1)

location still is regarded as "perfect" by Mr. Reinhorn.

Television was only one factor in the closing, said Mr. Reinhorn. He termed taxation for the theatre "terrific," considering the volume of business it did. Regina theatres now pay an annual business tax at the rate of 75 cents a seat. This tax yields the city $662.50 from the Nortown. The tax, previously 50 cents a seat, was increased to 75 cents a couple of years ago. In addition, the city derives revenue from the amusement tax on admissions, which approximates 10 per cent, and amounts to four cents on 50-cent admission tickets, and nine cents on a $1 ticket, based on a sliding scale.

Some weeks ago, the Regina Motion Picture Exhibitors' Association presented a brief to city council dealing with the economic difficulties of keeping theatres open, and asking for abolition of the amusement tax. The request was turned down.

Mr. Reinhorn pointed out that theatre owners are being squeezed by high taxes, and declining revenues. In addition, because of increased costs of production and distribution, film distributors are asking high prices for the limited number of pictures available, while on the other hand, the public is not attending motion picture theatres the way it once did.

Managers of oher Regina theatres backed up Reinhorn's arguments, pointing out that they, like their colleagues elsewhere, are experiencing a marked slump in business, and claim that a cut in theatre taxes would certainly help in some measure.

Hilliard Gunn, manager of the Capitol Theatre, said attendance at his house for the first quarter of the year was off 35 to 40 per cent from the same time in 1955, and that the outlook was certainly not very bright. He termed the amusement tax "quite heavy" and said some relief from it was needed. He also termed the business tax "very heavy."

Arnold Bercovich, of the Broadway Theatre, agreed with the views of Mr. Reinhorn and Mr. Gunn, and said all theatres were faced with the same difficulties.

Jack Watson, of the Rex and Grand theatres, said it appeared that some Regina aldermen, in turning down the request made by the Exhibitors' Association, just did not seem to care where future revenue was coming from.

Lomas Heads Crawley Laboratory Division

Ottawa: F. R. Crawley, President of Crawley Films, announces the appointment of Ivor Lomas, F.R.P.A., as Manager of Crawley's Laboratory Division. On Kodak's technical staff for six years, he joined Technicolor when they started their British plant. He was with them for 15 years, part of the time as Supervisor of the Positive Control Department. Latterly he has been Technical Manager of Color Film Services, one of Britain's most respected labs.

A writer and college lecturer on motion picture techniques and a Fellow of the Royal Photographic Society, Lomas came to Canada last year to head up Quality Control for Crawley's and will continue in that post in addition to managing Crawley's Laboratory.

Assisting him in Quality Control is Ronald Couch, another top technician from Britain. His experience includes four years each at Technicolor, Paramount and Pinewood Studios.

Bing Crosby Sought For Gregory-RKO Film

Hollywood: Paul Gregory's second production for RKO will be a picturization of the MacKinlay Kantor story, "On My Honor." Motion picture title for the MacKinlay Kantor novel, "God and My Country," "On My Honor," often referred to as an American "Mr. Chips," is the story of a leader of a Boy Scout troop in a small mid-western town. Talks are now proceeding between Bing Crosby and RKO toward Crosby's enacting the starring role in the film.

Homemakers' Show

Hamilton: The Famous Players' Tivoli Theatre, Hamilton, tied in with Station CKOC for the presentation of a Homemakers' Holiday Show on the afternoon of June 25, the program being of special interest to the ladies. Chief prize was a weekend flight to New York. Accompanying the stage demonstration was "D-Day, the Sixth of June" on the screen.

Logan Buys Novel

Hollywood: Joshua Logan has acquired the screen rights to Thomas E. Gaddis' sensational new novel, "Birdman of Alcatraz," to be made by his Mansfield Productions for Warner Bros. presentation. It will be his first independent production under the contract recently signed with Warner Bros.

F.P.C.C. Buys Seven Nathanson Houses

Vancouver: R. W. Bolstad, vice-president of Famous Players Canadian Corp., and George Beeston, representing Paul Nathanson, have closed a deal whereby Famous has purchased the seven Vancouver theatres which they previously leased from Nathanson. Theatres involved include the de-luxe 2,871 seat Orpheum Theatre, key house in the F-P circuit in B.C., and six Vancouver suburban theatres, the Alma, Grandview, Kerrisdale, Regent, Victoria and Windsor. Of the latter group, only the Grandview and Regent are in operation, the other four having been closed by Famous last year. The suburban group comprised the old Langer Circuit, and were acquired by the late N. L. Nathanson from Langer in the 20's, and leased by Nathanson to Famous Players.

According to Mr. Bolstad, no decision has been reached as yet in regard to the Vancouver suburbans. Of the four closed theatres, one or two may be re-opened, and the balance sold for other purposes.

Neilsen's New Role

Hollywood: Leslie Nielsen has been assigned by MGM to star in "Capital- Offense" as the newspaper reporter who becomes involved with an Ozarks criminal and is kidnapped and held for ransom. With Morton Fine producing and David Friedkin directing, the picture is set for a mid-July start. Nielsen played a reporter in "Ransom!" was a space flier in "Forbidden Planet" and is the male star of the forthcoming "Opposite Sex."

Perkins Electric Equips Drive-Ins

Toronto: A. A. Richardson, Toronto branch manager for Perkins Electric Company, has reported the recent installation of complete sound and projection equipment and a Perkins Steel Screen tower, in two Ontario drive-in theatres, the Bancroft Drive-In, owned and operated by Gordon Broughton, and the Mel-Ron Drive-In at Kirkland Lake, owned and operated by Melvin and Ronald Hawn. Equipment installed in the new ozoners included Strong Arc Lamps, Perkins in-a-car Speakers, and Ballantyne Sound Equipment.

Richardson also reported that Perkins installed new projection equipment recently in George Sarris' Collingwood Drive-In.

CENSORSHIP

(Continued from Page 1)

minds but although we do the best we can to please everyone we can't always cater to minorities," Fleming said.

The Calgary Council by a 12-1 vote agreed to send a copy of its request to every town and city in Alberta for "concerted action."

Charges made at the council meeting by Ald. C. F. Mack that the movie "Teen Age Crime Wave" helped produce a minor crime wave in Calgary were termed "ridiculous," by Fleming. "He is the only person in Alberta who has complained about that film," he said.

In the last two years, Fleming said, his board banned 13 films — more than any other censorship group in the country. Several other films viewed this year by the board will not be seen in Alberta unless theatre operators successfully appeal against their ban, he said.

Ald. Mack had felt the board of censors could not be viewing each film or it would not have let "Teen Age Crime Wave" be shown. "All films are screened here — and that means they are viewed," Fleming commented.

In his original motion before Calgary's council, Ald. Mack asked for more censorship of films "which teach teen-agers things about crime they don't know." He called for "more stringent attention by the provincial film board to prohibit the showing in Alberta of films which, under the guise of bearing a moral message, in actuality glorify the terror of teen-age gangs; or that some censorship power be invested in the city authorities for the purpose of banning such films."

After discussion, he agreed to drop his request for city controlled power and then council deleted the "guise" phrase.

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TRAPEZE

also starring KATY JURADO • THOMAS GOMEZ
with JOHN PULEO • MINOR WATSON

Directed by CAROL REED

Produced by JAMES HILL

Screenplay by JAMES R. WEBB

Adaptation by LIAM O'BRIEN • A SUSAN PRODUCTION

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THRU UA

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BURT LANCASTER TONY CURTIS

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TRAPEZE

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UPTOWN and 17th Ave. Drive In - -	CALGARY

RIGHT UP THERE WITH THE ALL TIME GREATS . . .

LOEW'S - - - - -	LONDON
VOGUE - - - - -	VANCOUVER
ODEON - - - - -	EDMONTON
STRAND - - - - -	SAINT JOHN
ODEON - - - - -	WINNIPEG
CAPITOL - - - - -	HAMILTON
ODEON - - - - -	WEST VANCOUVER
LOEW'S and LOEW'S UPTOWN - -	TORONTO

TRIUMPHANT BOXOFFICE SMASH!

OVERALL MASS APPEAL!

THRU

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MPTAO Plans Meeting

Toronto: A committee of the Motion Picture Theatres Association of Ontario has held its first meeting to arrange the program for the organization's annual meeting and luncheon Monday, Nov. 19, at the King Edward Hotel, Toronto. The committee comprises President Lionel Lester, Morris Stein, Jack Clarke and Arch H. Jolley. Other conventions of the week will be: Nov. 20, National Committee of Motion Picture Exhibitors' Associations, and Nov. 21-22, Motion Picture Industry Council of Canada.

AD TAX

(Continued from Page 1)

advertising revenue in U.S. magazines which publish a Canadian edition will shortly be introduced in the Canadian House of Commons, the levy to become effective Jan. 1. Principally affected are Time Magazine and Reader's Digest but the tax will be applied to other publications including trade papers, it is reported.

RKO Signs Channing

Hollywood: Carol Channing has been signed by RKO to co-star with Jane Powell in "The Girl Most Likely." A special comedy role is being written into the script which will give her full opportunity to accent the distinctive style of singing and dancing she revealed in such Broadway successes as "Lend An Ear," "Gentlemen Prefer Blondes" and "Wonderful Town."

TV SALES

(Continued from Page 1)

the first four months of this year TV sales declined to 166,253 from 195,831 in the 1955 period. On the other hand radio sales for April rose to 66,775 from 44,678 and in the comparable period of four months to 195,931 from 160,057.

"Devil's Disciple"

Hollywood: Alexander Mackendrick, noted British director is in Hollywood to continue preparations on the film version of George Bernard Shaw's "The Devil's Disciple," which he will direct for Hecht and Lancaster. Burt Lancaster, Montgomery Clift and Sir Laurence Olivier will be starred in the famous comedy-drama to be released by United Artists.

LEONARD

(Continued from Page 1)

Leonard, who has been with the company since 1950, and in the advertising and publicity department since 1953, was appointed Assistant Director of Advertising & Publicity last December, with John McKim as his assistant. McKim's status remains unchanged, while Charles Mason will continue to direct the advertising and publicity for J. Arthur Rank Film Distributors of Canada.

Phil Carey Stars

Hollywood: Phil Carey, who is being groomed for top stardom at Columbia, draws his most important role to date as the male star opposite Betty Garrett in Columbia's "The Missing Witness," picturization of the Cosmopolitan Magazine thriller by John and Ward Hawkins, which Jonie Taps will produce, with William Asher directing.

Ken Reason Heads GTS Mont. Branch

Montreal: Following the resignation of H. H. (Harry) Burko, as manager of the Montreal Branch of General Theatre Supply Co., W. K. (Ken) Reason, formerly Montreal Sales Engineer for GTS, has been promoted to Branch Manager.

Perlberg-Seaton Set Two For Fall Filming

Hollywood: Perlberg-Seaton last week added another picture to their fall plans at Paramount. Producer Bill Perlberg announced that he hoped to do both "The Tin Star," an off-beat western by Dudley Nichols, and "Teacher's Pet," a comedy starring Clark Gable, this fall.

Partner George Seaton, now promoting the team's "The Proud And Profane," in Europe, is scheduled to direct both. No casting has been set on "Tin Star."

"Guys And Dolls" At Regular Prices

Toronto: M-G-M's release of Samuel Goldwyn's "Guys and Dolls" is making its appearance as a summer attraction at regular theatre prices in Ontario situations after its first-run showings last winter at advanced admission prices. One of the first to get a repeat engagement was the Odeon at Ottawa.

PICNIC

(Continued from Page 1)

Winnipeg, between 10 a.m. and 11 a.m. A bathing beauty contest is scheduled, as well as baseball and races. An orchestra will provide music for dancing in the evening, and free treats will be supplied to the children. Charlie Krupp is chairman for the Picnic, with Sam Swartz as co-chairman. Entries for the Bathing Beauty Contest may be sent to Dave Robertson at the Garrick Theatre, Winnipeg.

June Blair Cast

Hollywood: June Blair, last at Warner Bros. in "Our Miss Brooks," has been signed by the studio to play a WAC in "The Girl He Left Behind," starring Tab Hunter and Natalie Wood. David Butler is directing and Frank P. Rosenberg is producing the picture which is based on the recently published Marion Hargrove novel.

Col. Title Change

Hollywood: Columbia has selected "Spin a Dark Web" as the release title for the Faith Domergue-Lee Patterson starrer which George Maynard had produced under the working title "Soho Incident."

Ont. Censors Label 9 "Adult" In June

Toronto: Nine features were classified Adult Entertainment by the Ontario Board of Moving Picture Censors during June as follows: "Bhowani Junction," "Black Sleep," "The Creeping Unknown," "Crime in the Streets," "D-Day, The Sixth of June," "Husband of Anna," "The Killing," "Thunderstorm" and "The Werewolf."

Goodwin Added To "Bundle Of Joy"

Hollywood: Bill Goodwin, long one of the most popular and active announcers in TV and radio, has been signed by RKO for a featured role in "Bundle of Joy," which co-stars Eddie Fisher, Debbie Reynolds, Adolphe Menjou and Tommy Noonan.

Hold Beauty Contest

Toronto: The Eastwood Theatre, a B.&F. unit in the Toronto East End, was the scene of the annual beauty contest of the Gerrard Street Businessmen's Association, the winner being Catherine Bigelow, a 19-year-old brunette.

Calgary Branch Wins A.A. Drive

Toronto: Jack Bernstein, Canadian Sales Manager for Allied Artists has announced the successful conclusion of the company's Spring Sales Drive, with Walter DuPerrier's Calgary Branch winning the top prize of $500, and DuPerrier himself winning the "General Manager's Award" of a personally engraved wrist watch. Second prize in the Drive went to Gerry Hoyt's St. John Branch, and third prize to Lou Segal's Vancouver Branch.

NFB Free Shows

Ottawa: The National Film Board is running free matinee shows Monday to Friday inclusive throughout the summer in the theatre of the National Museum in Ottawa to which the general public is invited, including tourists to the Canadian Capital. The programs, changed weekly, consist mainly of NFB shorts dealing with Canadian activities and scenic attractions.

More Free Movies

Kingston: A series of free film shows on Sunday nights is being presented in the open air at the Community Memorial Centre, here, under the auspices of the municipal parks committee in co-operation with the Kingston Film Council. A typical program consisted of "Stratford Adventure," "Romance of Transportation," "Milestone" and cartoons.

"Hunchback of Paris" Final A.A. Title

Hollywood: "Hunchback of Paris" is set as the final title for the Gina Lollobrigida-Anthony Quinn starrer, a Hakim Film Productions picture now being filmed in Paris by producers Robert and Raymond Hakim for Allied Artists release in the United States and Canada. Picture, based on Victor Hugo's "The Hunchback of Notre Dame," previously had been labeled "Notre Dame of Paris."

"Wings Of Eagles"

Hollywood: Maureen O'Hara has been signed by MGM to play John Wayne's wife in "The Wings of Eagles." It will mark her third film with him and her fourth under John Ford's direction. Other male stars of the picture will be Dan Dailey and Walter Pidgeon.

On the Beam

(Continued from Page 1)

ger and better pictures, would pay off at the box-office.

Exhibitors, who have been hard hit for many months, were equally anxious to see just how the public would react to the super-duper "Specials" which most of the key houses were displaying as Holiday fare. To a lesser degree, even the small independent exhibitors had a wary eye out for the Holidays, since any indication, good or bad, would eventually reflect itself at their level, also.

The results are now in, and everyone, producers, distributors and exhibitors, are breathing much, much easier, and are once more taking an optimistic look at the future of the Industry. Holiday business, both in the U.S.. and Canada, in the majority of the key situations, was considerably better than for the same period last year. And according to reports received the beginning of this week, business held up exceptionally well over last week-end, also.

Heading the list is United Artists' release of Hecht-Lancaster's "Trapeze," which had over 400 day-and-date bookings in Canada and the U.S. over the Holidays. At least 350 of the openings set a new record for a UA release, and many of them, including a number in Canada, broke all time house records with the picture.

Paramount's "The Man Who Knew Too Much," which many weeks ago this column predicted would beat "Rear Window," is doing just that chore in a goodly number of its engagements. At Shea's, Toronto, for example, the first week of the picture beat "Rear Window" by quite a fair margin, and as we go to press, we have just learned that the second Friday and Saturday of the picture's run, outgrossed the opening week-end. The same story is true, in many other spots across the country.

Twentieth Century-Fox's "The King and I," the most costly picture in that company's history, is doing the biggest business in three years for the company, far outgrossing such hits as "Seven Year Itch," and running second only to "The Robe," in its first dozen engagements. In several situations "The King and I" has doubled the gross of "Carousel."

Warner Bros.' "Moby Dick," in its initial runs, is also making box-office history, and looks headed for record-breaking grosses everywhere.

Columbia's "The Eddy Duchin Story" is surprising even Columbia executives with its performance at the box-offices across the U.S., running neck-and-neck with the company's top picture of last year, "Picnic," and in many cases exceeding that winner.

M-G-M executives are also reported to be very happy with the results of the first key runs on "Somebody Up There Likes Me," and more than pleased with the box-office performance of "A Catered Affair."

All in all, there is apparently very good ground for optimism among producers, distributors and exhibitors, that the bottom in public apathy to motion pictures, has been reached, and that the long climb back up, has at last started.

Bond In "Brand"

Hollywood: Ward Bond has been signed by Collier Young and Associates to co-star with Joseph Cotten, Viveca Lindfors and Betsy Blair in "The Halliday Brand," to be released by UA.

WARNER'S

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work out with the U.S. Department of Justice, clearance for him to enter the producing-distributing organization, in view of his extensive theatre holdings.

It is believed that the final picture will see Harry Warner and Major Albert Warner disposing of virtually all of their Warner stock to the Semenenko group, but with Jack Warner winding up with more of the company stock than he previously held. Reports here indicate that key executives, including Ben Kalmenson, domestic distribution head, Wolfe Cohen, foreign sales chief, and Sam Schneider, in charge of financial operations, will all be asked to continue in their present posts, as all are very highly regarded by Semenenko and his associates.

It is also reported that the banking group will offer to purchase the stock of other shareholders at the $27.50 per share figure paid the Warners. This report has resulted in considerable stock exchange activity on the Warner stock, with it closing last week at a high of over $25, up several dollars from previous weeks.

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Wannie Tyers Tops Odeon-JARO Golfers

Toronto: The Rank Organization's seventh annual Golf Tournament was held Thursday, July 5th, at the St. Andrew's Golf and Country Club. The largest crowd that had ever attended this very popular function, participated in the program which consisted of golf followed by dinner at the Club House.

Highlight of the dinner was the reading of a cable from Diana Dors, Rank Organization star, accepting the nomination as honorary member of the Tournament. Nomination was forwarded at the request of the Committee through Frank Vaughan, general manager of J. Arthur Rank Film Distributors (Canada) Ltd. Committee members this year were: Pat Malone, Chairman; Bill Devitt, Zeke Sheine, Bob Gardiner, Irving Stern and Jim Harrison.

Among the many out of town guests who attended the Tournament were Tom Naylor, manager of the Capitol Theatre, Woodstock, and A. P. Bahen, Quebec District manager. Managers present were: Wannie Tyers, Hyland, Hamilton; Al Ford, Palace, Hamilton; Ralph Bartlett, Capitol, Hamilton; Jim Chalmers, Odeon, Ottawa; Lin Martyn, Odeon, Sarnia; Ken Davies, Odeon, London; Vic Nowe, Odeon, Toronto; George Spratley, Odeon, Guelph, and Wilf LaRose, Palace, St. Catharines.

Wannie Tyers was the Low Gross winner of the day with a 79 and Harry Renfrey of Odeon Head Office staff, the Low Net winner.

Despite the rain an enjoyable day was had by all!

U.S. Wins Top Honors At Berlin Festival

Berlin: Entries from Hollywood walked away with three of the four top honors at the annual Berlin International Film Festival last week. A "Golden Bear," Berlin Festival's equivalent of an "Oscar" went to MGM's "Invitation to the Dance," as the best full-length feature, Burt Lancaster received one as the best actor for his work in UA's "Trapeze," and Robert Aldrich received his "Golden Bear" for the best direction, for Columbia's "Autumn Leaves." Canada's National Film Board short documentary, "Rhythmetic" won a second prize, as did Walt Disney's "The African Lion." Best actress award went to Italy's Elsa Martinelli for her role in "Donatello."